



FEMA

QUICK RESPONSE

Fire Safety in the News

The U.S. Fire Administration continues to enlist QR Media Corps members to help in getting fire safety information in the news. Most recently, 39 members of the fire service signed up at the 3rd annual PARADE conference at the National Fire Academy in Emmitsburg, MD. USFA welcomes these members and looks forward to working with them as they work to educate their communities about the importance of fire safety and prevention. As you know, holiday and winter fires are increasing with the advance of the winter months, and Quick Response fact sheets for these two causes were included in the kit you received when you enrolled in QR Media Corps. For additional copies, please e-mail quickresponse@hagerssharp.com. Have a safe holiday season.

Sincerely,

Kathy Gerstner

National Fire Programs

U.S. Fire Administration

Introducing Live-Read Radio PSAs

USFA is pleased to offer live-read, 30-second radio public service announcements (PSAs) to QR Media Corps members! The series of five PSAs is based on the five most frequently used fact sheets that USFA distributes in its daily Quick Response program: smoke alarms, escape, children, seniors, and fire-safe smoking. This QR E-bulletin features the smoke alarms PSA, and the next four issues of the QR E-bulletin will include a live-read PSA. To request all five of the scripts, please e-mail quickresponse@hagerssharp.com.

Smoke Alarms Live-Read Script for Fire Service Members:

I'm XXXXX from the XXXXXX fire department. Do you know that more than 4,000 Americans died in home fires last year? In most cases, the home did not have a working smoke alarm. A sounding smoke alarm gives you the extra seconds you need to get out of your home - alive.

Install and maintain a smoke alarm on every level of your home. Replace the battery every year. It's a simple way to help keep you and your family better protected 24-7.

This message is brought to you by the United States Fire Administration, the XXXXX fire department and this radio station.

Use this PSA to help get fire safety in the news. Contact the public service director at your local radio stations and ask if you can record this 30-second PSA to educate listeners about the importance of having a working smoke alarm. If you have questions regarding this series or would like to share your success in using the PSAs, please e-mail quickresponse@hagerssharp.com.

Fire Safety in the News

Provo, UT – On October 29, a woman died in an apartment fire caused by careless smoking. The Provo *Daily Herald* wrote a follow-up story that included quotes from USFA spokesperson Tom Olshanski and Provo Fire Chief Coy Porter that addressed the importance of having working smoke alarms.

Washington, DC – On October 17, a follow-up story in the *Washington Post* reported on a fire that killed two sisters in an apartment in the District of Columbia. Local officials determined that burning incense caused the fire, and USFA spokesperson Kathy Gerstner provided quotes on candle fires and escape planning.

Share your success!

If you have a story to tell about getting fire safety in the news, we would like to hear it. E-mail quickresponse@hagerssharp.com with your story, questions, or comments.